



To: Potential Advertisers

Re: Advertising in “Truck Talk Express”

Thank you for your interest in advertising in “Truck Talk Express”. This information gives options for advertising in our e-publication. The circulation for “Truck Talk Express” is approximately **1,100 industry professionals**. This includes all company contacts in our membership and other association affiliates who have an email address.

There are two options to advertise:

1. Full page Ad \$250/issue:

- All ads should be emailed in a JPG image or PDF format 8.5 x 11
- File size limit is 3MB
- Ad will be the last page of the document. Let us know if there should be a Web link with it.
- Only one full-page ad is allowed per issue.

2. Publication sponsor banner Ad \$300/issue:

- Graphic banner no larger than 4” wide by 1” high, with a link to your website and 2 lines of text

Members Only: If you have only a few lines of text information, it will be included in the main document at no charge, if there is room.

If you are interested in advertising please fill out the enclosed form and send with payment to:

Wisconsin Motor Carriers Association
P.O. Box 44849
Madison, WI 53744-4849
Phone: (608) 833-8200 / Fax: (608) 833-2875

Email all ads and any questions to: Dan Johnson (djohnson@witruck.org) Phone ext. 17

If you wish your ad to be in a certain issue, i.e. with convention information or with seminar information, please indicate on the form.

Thanks for your continued support and please call Dan if you have questions or comments.

ADVERTISING IN WMCA "Truck Talk Express"

(effective 1/1/2012)

I would like to place a full-page ad in the Truck Talk Express e-publication for \$250.

I would like to have a banner ad on the front page email of the Truck Talk Express for \$300.

I would like to have some text information included in the next available edition of Truck Talk Express for no charge as I am a WMCA or affiliate association member.

Payment options:

Check Enclosed Credit Card (Visa or MC accepted)

Card # _____ Exp. Date _____

Contact Name: _____

Company: _____

Address: _____

City: _____ State _____ Zip _____

Phone _____ / _____ Email: _____

**Wisconsin Motor Carriers Association reserves the right to withhold from the publication any ad it feels is inappropriate. If you have any questions, please contact Dan Johnson (608) 833-8200 x17.
Email: djohnson@witruck.org**

If enclosing check please send to:

**Wisconsin Motor Carriers Association
P.O. Box 44849
Madison, WI 53744-4849**